

MEDIA PURCHASE AND GOAL ACHIEVEMENT DATABASE										
MEDIA PURCHASE	MEDIA TYPE	START DATE	END DATE	RESIDUAL DATE	GEOGRAPHICAL AREA	SALES	DOWN LOADS	WEB ADDRESS	SALES LEAD	DATA CAPTURE
TOYOTA	LA TIMES	JAN. 1, 01	JAN. 4, 01	FEB. 4, 01	LOS ANGELES	34	1,482	3,667	465	2,165
TOYOTA	KCLA-TV	MAR. 1, 01	MAR. 7, 01	APR. 7, 01	LOS ANGELES	127	2,246	5,410	793	3,218
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.	.				.					

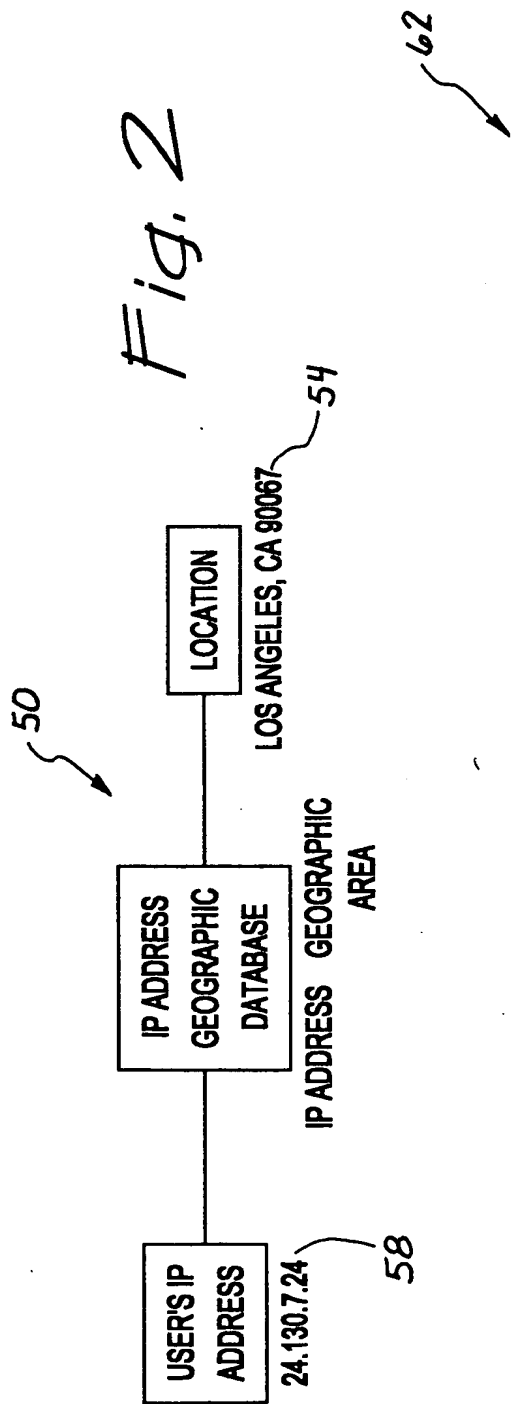


Fig. 3

ZIP CODES	STATED GEOGRAPHIC AREA
90010 - 90465	LOS ANGELES, CALIFORNIA
90466 - 90493	LA CANADA, CALIFORNIA
90494 - 90571	ENCINO, CALIFORNIA — 22
.	.
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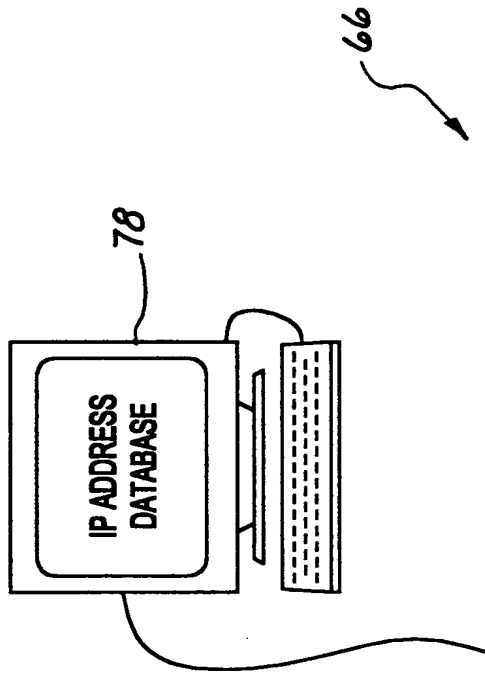
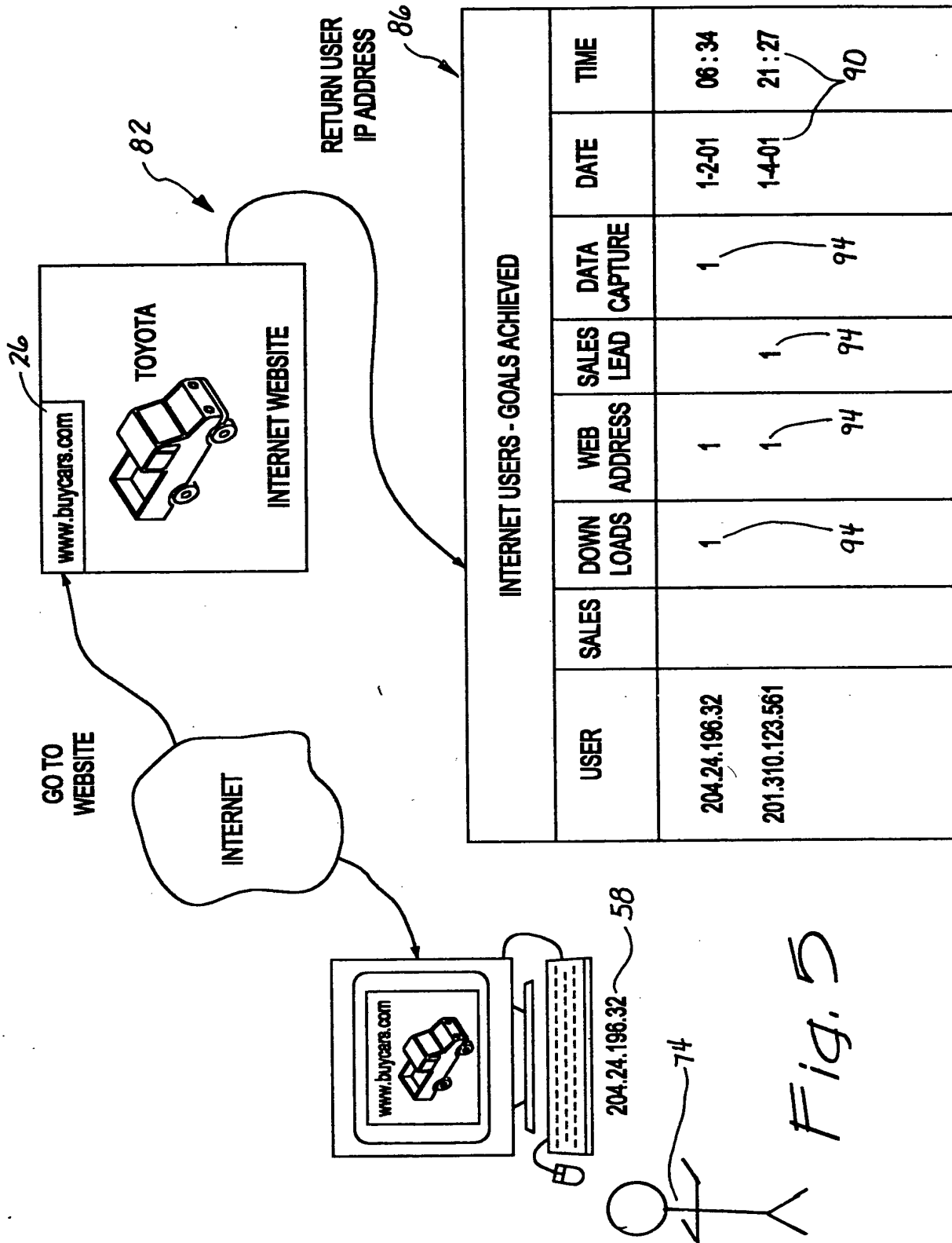


Fig. 4

IP ADDRESS - GEOGRAPHIC ADDRESS DATABASE	
INTERNET PROTOCOL ADDRESS	INTERNET PROTOCOL ADDRESS
204.24.196.32 201.310.123.561 54.607.22.114 — 58	LOS ANGELES, CALIFORNIA BALTIMORE, MARYLAND ST. LOUIS, MISSOURI — 22



TOYOTA - www.buycars.com

MEDIA TYPE	MEDIA NAME	GEOGRAPHIC AREA	START DATE	END DATE	RESIDUAL DATE	INTERNET TRAFFIC (HITS)	SALES	DOWN LOADS
NEWSPAPER	LA TIMES	LOS ANGELES	JAN. 1, 01	JAN. 4, 01	FEB. 4, 01	23,417	34	1,462
TELEVISION	KCLA-TV	LOS ANGELES	MAR. 1, 01	MAR. 7, 01	APR. 7, 01	58,228	127	2,246
.	122	94
.	114	118	22	38	42	.	106	130

WEB ADDRESS	SALES LEADS	DATA CAPTURE	DEALER LOCATIONS	VIEW TEXT	VIEW IMAGES
3,667	465	2,165	1,663	3,415	8,617
5,410	793	3,218	2,415	6,783	12,449
138	94	142	148	152	156
144					

Fig. 6

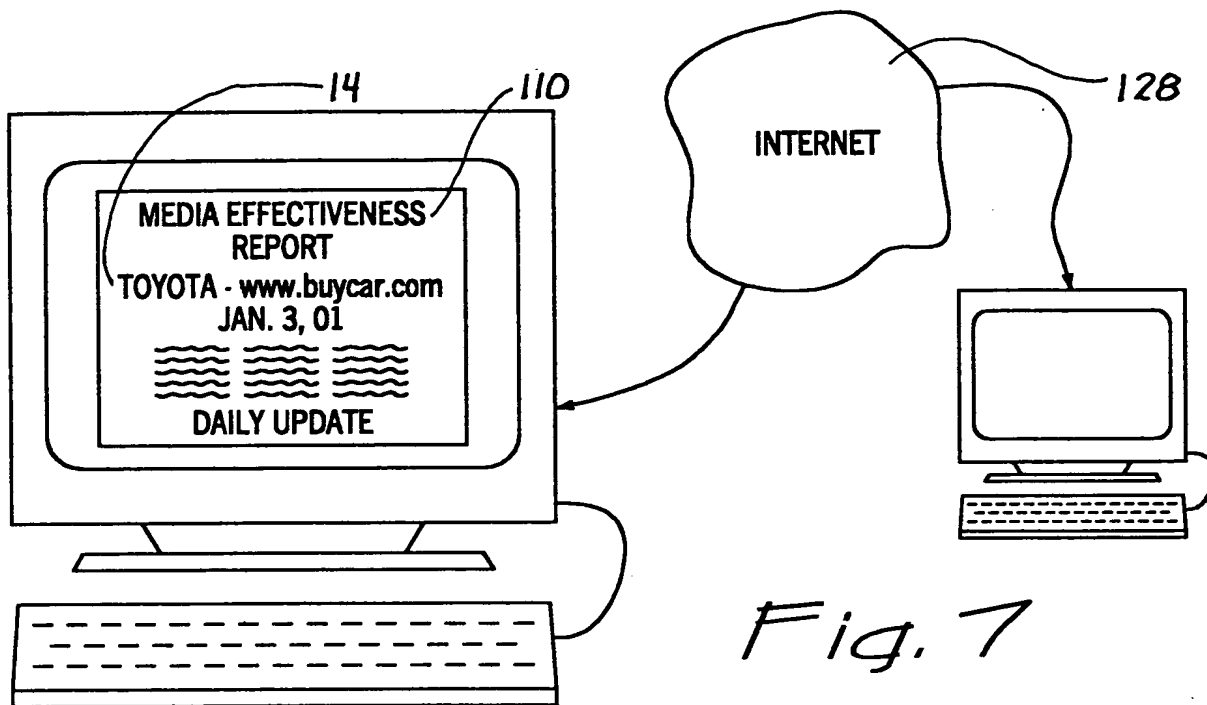


Fig. 7

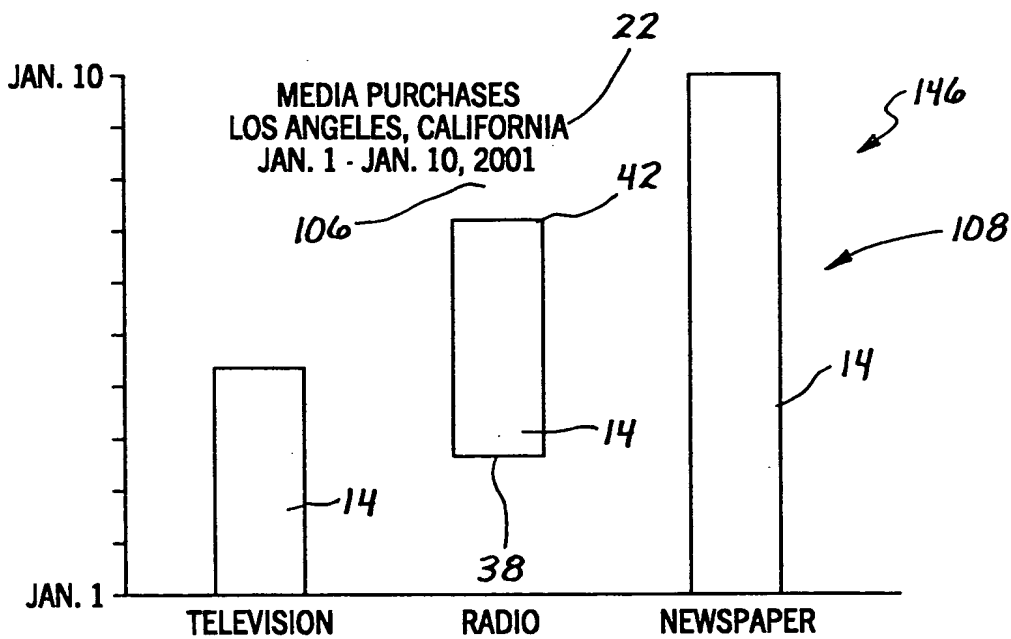


Fig. 8

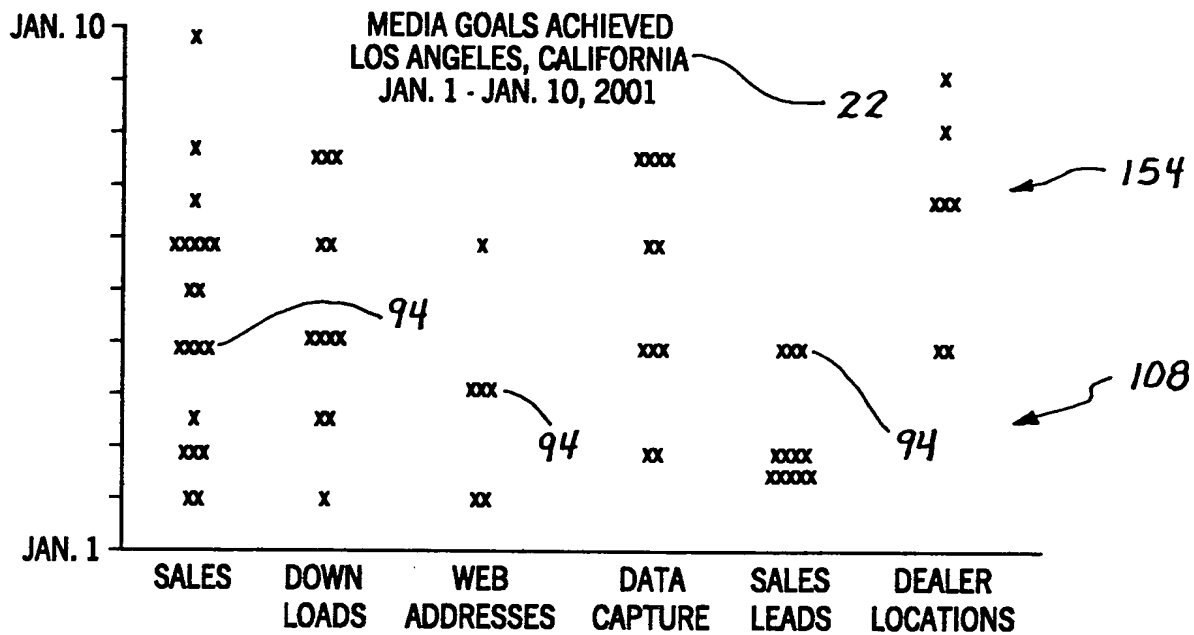


Fig. 9

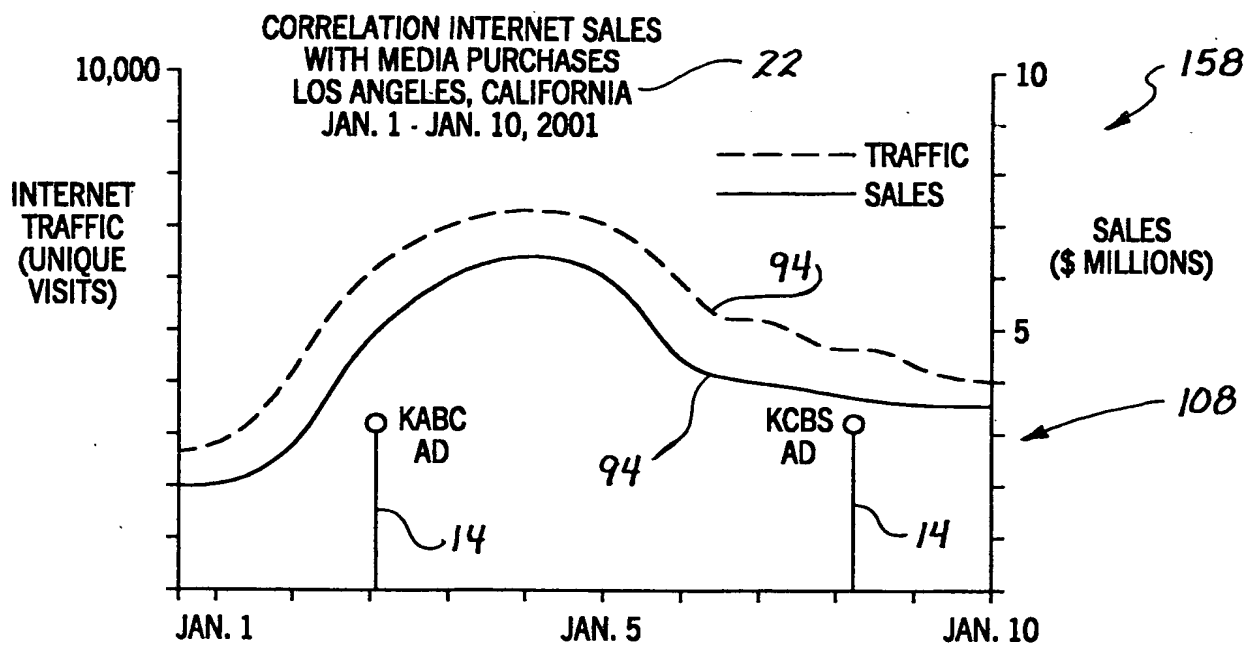


Fig. 10

09922425-1080301

BASELINE REPORT MEDIA GOALS ACHIEVED DEC. 1 - DEC. 31, 2000 LOS ANGELES, CALIFORNIA NO MEDIA PURCHASE					
SALES	DOWN LOADS	WEB ADDRESSES	DATA CAPTURE	SALES LEADS	DEALER LOCATIONS
62	215	3,460 94	3,058	267	395 94

Fig. 11

MEDIA GOALS ACHIEVED JAN. 1 - JAN. 31, 2001 LOS ANGELES, CALIFORNIA KCLA - TV MEDIA PURCHASE JAN. 1 - JAN. 4, 2001					
SALES	DOWN LOADS	WEB ADDRESSES	DATA CAPTURE	SALES LEADS	DEALER LOCATIONS
62	215 94	3,460	3,058	267 94	395

Fig. 12

MEDIA GOALS ACHIEVED AFTER MEDIA PURCHASE VS. BASELINE GOALS JAN. 1 - JAN. 31, 2001 LOS ANGELES, CALIFORNIA KCLA - TV MEDIA PURCHASE JAN. 1 - JAN. 4, 2001 % CHANGES					
SALES	DOWN LOADS	WEB ADDRESSES	DATA CAPTURE	SALES LEADS	DEALER LOCATIONS
51	37	62	93	154	113

Fig. 13

HISTORICAL MEDIA PURCHASE EFFECTIVENESS REPORT 4 DAY PER MONTH TELEVISION AD LOS ANGELES, CALIFORNIA INTERNET RELATED SALES JAN - DEC 2000											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
31	44	36	55	60	50	44	34	30	55	65	45

Fig. 14

186

CURRENT YEAR INTERNET
RELATED SALES VS.
LAST YEAR - % CHANGE
4 DAY PER MONTH
TELEVISION AD
LOS ANGELES, CALIFORNIA
JAN - DEC 2000 & 2001

14

22

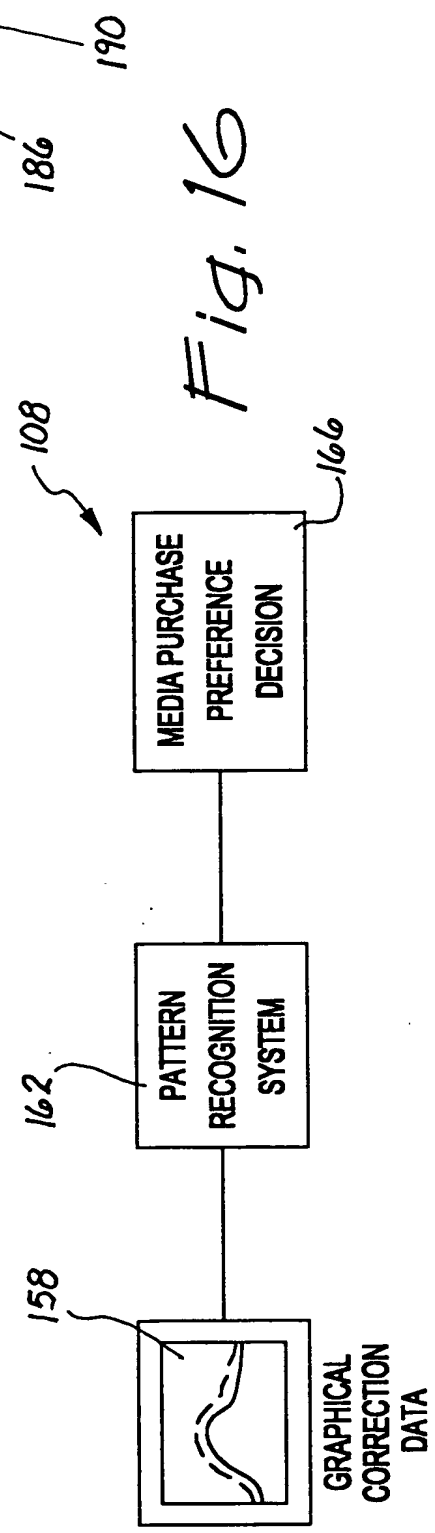
182

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2000	31	44	36	55	60	50	44	34	30	55	65	45
2001	44	56	31	40	72	62	50	41	28	65	75	38
% CHANGE	41	27	-14	-37	20	24	14	21	-7	18	15	-15
RATIO 2001/2000	1.41	1.27	.86	.73	1.20	1.24	1.14	1.21	.93	1.18	1.15	.84

186

190

Fig. 15



FOE080" S2H22660

CLIENT STATISTICS

RETURN TO ADMIN

START DATE: 07 / 01 / 2001 END DATE: 07 / 31 / 2001

GENERATE STATS

From 07/01/2001 to 07/31/2001 All Clients

CLIENT	UNIQUE VISITS	SALES	CONVERSION	TOTAL
Power90	36302	2778	7.65%	186710.38

Fig. 17

DMA STATISTICS FOR POWER90

[RETURN TO ADMIN](#)

START DATE: 07 / 01 / 2001 END DATE: 07 / 31 / 2001

GENERATE STATS

Power90 From 07/01/2001 to 07/31/2001

DMA	STATED GEOGRAPHIC LOCATION	STATION	UNIQUE VISITS	SALES	CONVERSION	TOTAL
<u>500</u>	PORTLAND-AUBURN	WPME - 07/14 11:30	70	9	12.86%	300.85
		WPXN - 07/05 11:00	94	94		
<u>501</u>	NEW YORK	WWOR - 07/07 11:00	2485	161	6.48%	10170.35
		WPXN - 07/12 10:30				
<u>502</u>	BINGHAMTON	WPXN - 07/14 10:30	37	1	2.70%	74.80
<u>503</u>	MACON		30	3	10.00%	85.65
		WPSG - 07/01 09:00				
		WPHL - 07/06 04:00				
<u>504</u>	PHILADELPHIA	WPSG - 07/08 09:00	823	70	8.51%	4579.70
		WPHL - 07/09 04:00				
		WPSG - 07/14 10:00				
		WPSG - 07/15				

Fig. 18

09022425-080301

09922425-060301
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DAILY DMA STATISTICS FOR POWER90 DMA 500

[RETURN TO ADMIN](#)

START DATE: 07 / 01 / 2001

END DATE: 07 / 31 / 2001

GENERATE STATS

38

42

Power90 DMA 500 From 07/01/2001 to 07/31/2001

DATE	STATION	UNIQUE VISITS	SALES	CONVERSION	TOTAL
07/01/2001		2	0	0.00%	0.00
07/02/2001		2	0	0.00%	0.00
07/03/2001		3	0	0.00%	0.00
07/04/2001		3	1	33.33%	24.90
07/05/2001		4	0	0.00%	0.00
07/06/2001		2	0	0.00%	0.00
07/07/2001		5	2	40.00%	110.65
07/08/2001		3	0	0.00%	0.00
07/09/2001		7	2	28.57%	54.75
07/10/2001		9	1	11.11%	24.90
07/11/2001		6	1	16.67%	24.90
07/12/2001		6	1	16.67%	24.90
07/13/2001		1	0	0.00%	0.00
07/14/2001	WPME - 11:30	2	0	0.00%	0.00
07/15/2001		1	0	0.00%	0.00
07/16/2001		4	0	0.00%	0.00
07/17/2001		3	0	0.00%	0.00
07/18/2001		2	1	50.00%	35.85
07/19/2001		2	0	0.00%	0.00
07/20/2001		1	0	0.00%	0.00
07/21/2001		2	0	0.00%	0.00
07/22/2001		0	0	0%	0.00
07/23/2001		0	0	0%	0.00
07/24/2001		0	0	0%	0.00
07/25/2001		0	0	0%	0.00
07/26/2001		0	0	0%	0.00
07/27/2001		0	0	0%	0.00

Fig. 19

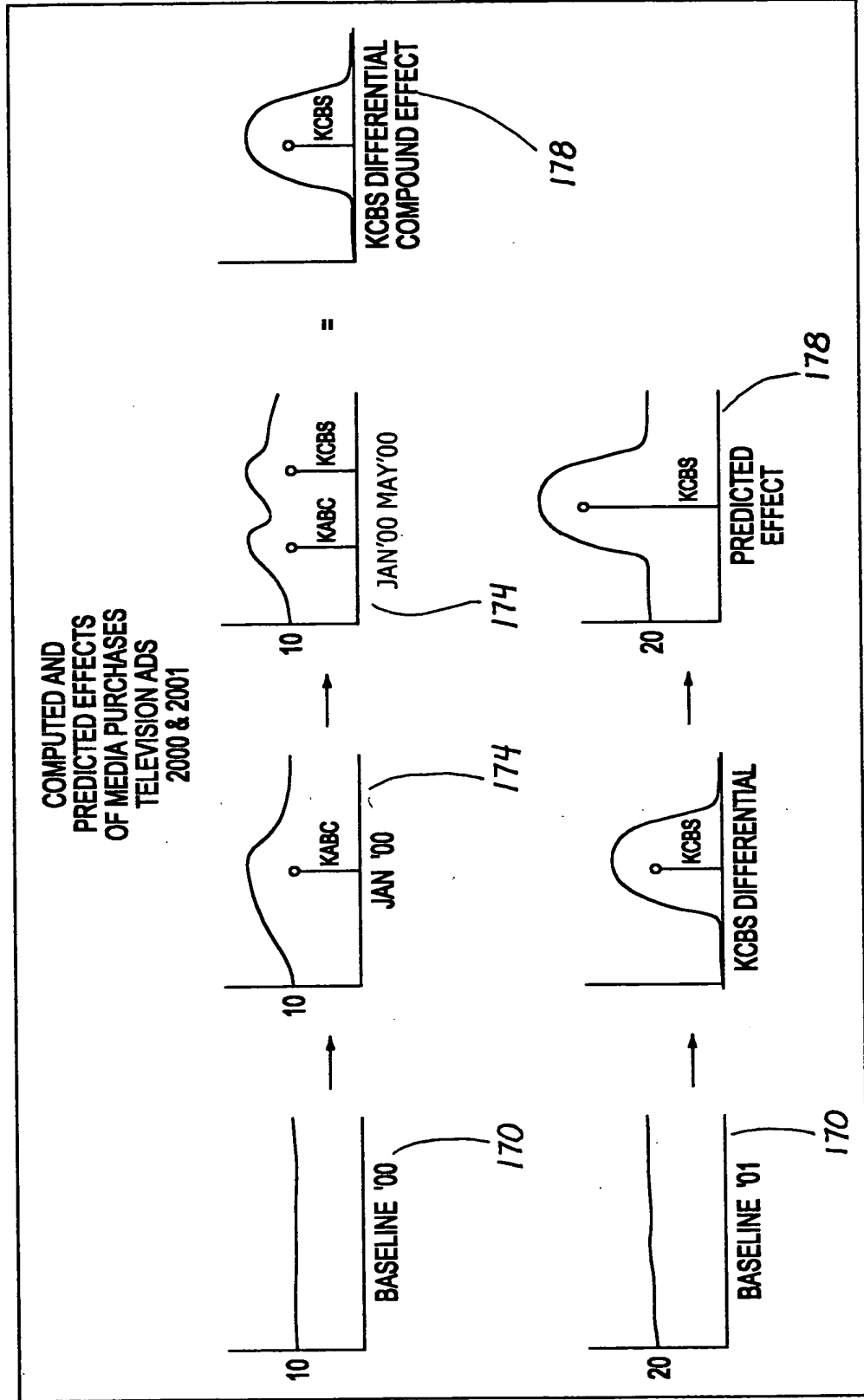


Fig. 20